

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – Hodinkee 2024 Edition

Page 1 of 7

July 2024

The First Chapter of an Exciting Trilogy

Stuttgart, Germany. With the Chronograph 1 – Hodinkee 2024 Edition, Porsche Design and Hodinkee, the world's leading watch platform, are reviving a legend and reinterpreting it as part of an impressive trilogy. Since the creation of the Chronograph I, designed by Professor Ferdinand Alexander Porsche in 1972, Porsche Design watches have stood for timeless design and quality. F. A. Porsche, who also designed the iconic Porsche 911, wanted to create a timepiece that was unmistakably derived from the car and offered unrestricted functionality. The result was the world's first wristwatch to be entirely black, rather than the silver or gold common at the time. This precision instrument revolutionized the watch industry by focusing on functionality and optimal readability, much like the cockpit of the Porsche 911. "The status of every icon is built on its heritage. Like any true icon, the Chronograph I was so far ahead of its time that it sparked controversy upon its release in 1972. Today, it stands as a timeless classic," says Stefan Buescher, CEO of Porsche Lifestyle Group. "We are extremely honored to collaborate with the watch lovers at Hodinkee for this very special edition of our Chronograph 1. And that's just the beginning! We are already eagerly awaiting the next chapters of our common journey. So, stay tuned."

Inspired by the original, reimagined by Hodinkee

The Chronograph 1 – Hodinkee 2024 Edition is limited to 350 pieces worldwide and combines timeless design that captures the spirit of the 1970s with state-of-the-art technology. The

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – Hodinkee 2024 Edition

Page 2 of 7

July 2024

case is made entirely of ultra-durable and lightweight titanium and coated in black with highly scratch-resistant titanium carbide. The closed case back bears the historic Porsche Design icon as well as the Porsche Design lettering and the limited-edition number (XXX/350). It also features the Hodinkee lettering, the Hodinkee icon (H), the year "2024" and the engraving "TRILOGY - CHAPTER 1". This marks the chronograph as the first of the partnership with Hodinkee. The titanium bracelet with black titanium carbide coating is in the color that made the Original Chronograph I famous. For a comfortable wearing experience, the folding clasp with titanium safety pushers offers a secure attachment to the wrist, while the quick-change mechanism makes it easy to change the strap without tools. "In a way, Porsche and Porsche Design represent a core part of the Hodinkee DNA, so this Chronograph 1 collaborative project is something we have been dreaming about for the better part of a decade. To spend the last few years working on this has been incredible and we can't wait to show it off to the Hodinkee and Porsche communities," says Benjamin Clymer, Founder and Executive Chairman of Hodinkee.

A unique combination of tradition and innovation

In Japan, home to some of the rarest and most valuable sports cars from Zuffenhausen, events like "Tokyo Cars & Coffee" are attracting ever more enthusiasts. Luxurious watches are also highly valued in the land of the rising sun. The 2024 Hodinkee Edition of the Chronograph 1 pays homage to the Porsche and Hodinkee fan community in Japan, where Hodinkee founded its first sister publication. The Edition is presented with a bilingual, mechanical day display in English and Japanese. The first model in the trilogy provides orientation even in the dark, thanks to hour and minute hands as well as hour indices featuring special Super-LumiNova® luminous

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – Hodinkee 2024 Edition

Page 3 of 7

July 2024

material. It mimics the appearance of aged radium and tritium indices. The resulting patina effect gives the Chronograph 1 – Hodinkee 2024 Edition an exceptional vintage character. Other unique features include the tachymeter scale with the historic "1 Mile" graphic on the rehaut, inspired by Hodinkee's home country, the USA, and the "H" at 6 o'clock, which refers to the Hodinkee logo and is finished in the characteristic Porsche Design red of 1972. The historic Porsche Design icon and the historic Porsche Design lettering on the brand's signature matte black dial also pay homage to the original.

Distinctive timepieces with sports car DNA

Whether at Le Mans, on the Nürburgring-Nordschleife or between Paris and Dakar: Porsche has written motorsport history on the world's most demanding racetracks. The handcrafted chronograph from Porsche's watch manufactory in Solothurn, Switzerland, brings this legend to life. The expertise of the sports car and watch specialists creates the perfect symbiosis of both disciplines, combining the highest aesthetic standards with traditional craftsmanship. The COSC-certified Porsche Design caliber WERK 01.140 of the Chronograph 1 – Hodinkee 2024 Edition guarantees maximum precision – just like the engines of Porsche sports cars, which have become icons thanks to their unparalleled reliability and performance.

The Porsche Design Chronograph 1 – Hodinkee 2024 Edition will be available from 13 July in Europe for 8,950 euros (RRP) at porsche-design.com, Porsche Design Stores and selected Porsche Centers as well as selected retailers. In the U.S., the edition will be available exclusively at hodinkee.com for 9,650 dollars. In Japan, the timepiece will be available at selected luxury

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – Hodinkee 2024 Edition

Page 4 of 7

July 2024

watch retailers and timepiece salons within leading luxury department stores such as Isetan and Mitsukoshi in Tokyo as well as available to order at Porsche Centers for the price of 1,450,000 Yen (RRP).

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – Hodinkee 2024 Edition

Page 5 of 7

July 2024

Technical Specifications of the Porsche Design Chronograph 1 – Hodinkee 2024 Edition

Movement	Caliber: Porsche Design WERK 01.140 Complications: Chronograph, day and date display Diameter: 30.00 mm Height: 7.90 mm Half-oscillations: 28,800 per hour [4 Hz] Power reserve: 48 hours Stones: 25 COSC certification
Case	Material: titanium Finish (= surface treatment): black titanium carbide coating, glass-bead blasted Diameter: 40.80 mm Height: 14.15 mm Crown: screwed Back: closed, screw in Case back Material: titanium Water resistant: dynamically water-resistant to 10 bar
Glass	Material: sapphire-crystal glass Scratch resistant and sevenfold antireflective coating on both sides Tough coated
Dial	Color: black Display: small seconds at 9 o'clock, 30-minute counter at 12 o'clock, 12-hour counter at 6 o'clock, chronograph seconds, day and date window at 3 o'clock, day of the week display in English and Japanese

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – Hodinkee 2024 Edition

Page 6 of 7

July 2024

	Hour and minute hands and hour indices with special Super-LumiNova® luminous material with patina effect
Bracelet	Material: titanium Finish: black titanium carbide coating, glass-bead blasted Clasp: Folding clasp with fine adjustment Material clasp: Titanium Finish clasp: black titanium carbide coating, glass-bead blasted
Limitation	350 pieces

PORSCHE DESIGN

PRESS RELEASE

Porsche Design Presents Chronograph 1 – Hodinkee 2024 Edition

Page 7 of 7

July 2024

About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (porsche-design.com).

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